

NEW YORK STATE ASSOCIATION OF WHOLESALE MARKETERS AND DISTRIBUTORS

The NYSAWMD plans for the tobacco industry's current and future needs in order to meet the challenges that impact upon the distribution of tobacco products. The Association plans for predictable and unpredictable events. We plan for legislation and other changes in market conditions. The NYSAWMD assists its member firms in meeting specific aims. We organize and implement various programs directed at reaching our desirable goals.

The Association's objective is to support and maintain a viable distribution network through direct stamping agents, sub-jobbers, and retailers, resulting in R.J. Reynolds Tobacco Company maintaining and possibly increasing its market share in New York. Eighty to ninety percent of all legally stamped cigarettes are sold through tobacco and candy distributors.

VEHICLE FOR COMMUNICATION

- NYSAWMD conducts regular meetings of all members on a bi-weekly basis, quarterly meetings of all non-direct wholesalers (sub-jobbers) to keep them informed of our industry trends, programs, laws and regulations. Manufacturers are invited to attend the first half of these meetings in order to present new programs or other concerns.
- Provide timely information to all levels of trade of current cigarette price changes.
- Provide resource to R.J. Reynolds, distributors and retailers in compliance of New York State Cigarette Marketing Standards Act and other local laws concerning this industry.
- Provide a vehicle for two-way communications between manufacturers and distributors, generating positive or negative feedback.

PROGRAM IMPLEMENTATION

- Resource to R.J. Reynolds Tobacco Company in implementing special programs, i.e. We Card Program, and any other programs deemed appropriate by RJR and the distributors. Assist R.J. Reynolds Tobacco in organizing distributors in campaign of having all retail customers display signs concerning the sale of cigarettes to minors.

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LOBBYING EFFORTS

- As a registered lobbyist in New York State, the NYSAWMD implements grassroots support for the tobacco industry.
- Engages members in letter writing campaigns to their elected officials.
- Frequently testifies before state and city legislative bodies.
- Frequently meets with Tax Department.
- Solicits help of law enforcement agencies.
- Organizes member firms in participating in AWMA's lobbying efforts in Washington.
- Active spokesperson for the tobacco industry on radio, television and print media.
- Organizes successful Day-In-Albany program, bringing together all New York State distributors, manufacturers and legislators. The program culminates in private meetings between distributors and legislators, facilitating the exchange of information and subsequent legislation that support our interests.
- In addition to the Executive Director's efforts, the Association retains a full-time lobbyist in Albany.

ENFORCEMENT

- The Association maintains a strong enforcement program which helps manufacturers, distributors and law enforcement agencies identify persons who commit crimes against our industry.

PUBLIC RELATIONS

- The Association conducts an Annual Meeting & Convention and other special events, which bring manufacturers and distributors together in a atmosphere ideal for furthering mutual interests. At these events, the Association also publicly recognizes those who have made positive contributions to our industry.

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LABOR NEGOTIATIONS

- *The Associations enhances good labor relation between member firms, employees and the union, which ensures an uninterrupted delivery of product to the consumer.*

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